

YOU AND A FEW

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**3.5%**  
Every nonviolent movement that reached 3.5%  
participation has succeeded. Every single one.

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Political scientist Erica Chenoweth studied 323 resistance campaigns across 100 years. She found that nonviolent movements are twice as likely to succeed as armed conflicts — and that there is a threshold of participation that has never failed: 3.5%. In your workplace, that's a handful of people. In your town, it's a few hundred. You don't need a majority. You need you, and a few.

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